

B. Amendments to the Claims

Please amend the claims as indicated in the following listing of the claims, which replaces all prior versions thereof.

1. (Currently amended) A method of providing an identity-blocking service, comprising:
 - obtaining an identity of a user operating a wireless communication device;
 - continuously obtaining, at pre-determined time intervals, first information about a first location of the user; and
 - continuously transferring the first information about the first location of the user to a third party without disclosing the identity of the user to the third party.
2. (original) The method of claim 1, further comprising charging a fee to the user for blocking the identity of the user from being disclosed to the third party.
3. (original) The method of claim 1, wherein the third party is an advertiser desirous of sending an advertisement to the wireless communication device.
4. (original) The method of claim 1, wherein obtaining the identity of the user includes:
 - requesting the user to provide second information about the identity of the user; and
 - storing the second information about the identity of the user.
5. (original) The method of claim 4, wherein requesting the user to provide the second information about the identity of the user is performed when the user signs up for a communication service that allows the user to operate the wireless communication device.
6. (original) The method of claim 4, wherein requesting the user to provide the

second information about the identity of the user is performed when the user signs up for the identity-blocking service.

7. (original) The method of claim 4, wherein storing the second information includes maintaining a database to store the second information therein.

8. (currently amended) The method of claim 1, wherein ~~continuously~~ obtaining the first information about the ~~first~~ location of the user includes:

~~continuously~~ monitoring, ~~at pre-determined time intervals~~, one or more signals transmitted by the wireless communication device operated by the user; and
~~continuously~~ determining, ~~at pre-determined time intervals~~, the ~~first~~ location of the user based on an analysis of the one or more signals.

9. (currently amended) The method of claim 1, wherein ~~continuously~~ obtaining the first information includes ~~continuously~~ receiving, ~~at pre-determined time intervals~~, the first information about the ~~first~~ location of the user supplied by the wireless communication device.

10. (canceled)

11. (original) The method of claim 1, further comprising:
monitoring the movement of the user operating the wireless communication device; and
sending an indication to the third party when the user is found to be in a substantially continuous motion.

12. (original) The method of claim 1, further comprising charging a fee to the third party for the first information about the first location of the user.

13. (original) The method of claim 1, further comprising disclosing the identity of the user to an emergency service provider when the user requests emergency help.
14. (original) The method of claim 1, further comprising allowing the user to unblock disclosure of the identity of the user to the third party.
15. (original) The method of claim 14, wherein the user unblocks disclosure of the identity of the user over the Internet.
16. (currently amended) A method of providing information about a location of a user operating a wireless communication device, comprising:
obtaining an identity of the user;
~~continuously identifying, at pre-determined time intervals,~~ the location of the user of the wireless communication device; and
~~continuously~~ transmitting the information about the location of the user to a subscriber desirous of sending an advertisement to the wireless communication device, wherein the transmission of the information about the location of the user excludes disclosure of the identity of the user.
17. (original) The method of claim 16, further comprising charging a fee to the user for preventing the disclosure of the identity of the user to the subscriber.
18. (original) The method of claim 16, wherein obtaining the identity of the user includes:
obtaining data about the identity of the user from the user; and
maintaining a record of the identity data obtained from the user.
19. (original) The method of claim 18, wherein obtaining the data from the user is accomplished when the user signs up for a communication service that allows the user to

operate the wireless communication device.

20. (currently amended) The method of claim 16, wherein continuously identifying the location of the user includes:

continuously monitoring, at pre-determined time intervals, one or more signals transmitted by the wireless communication device; and continuously determining, at pre-determined time intervals, the location of the user based on an analysis of the one or more signals.

21. (original) The method of claim 16, further comprising charging a fee to the subscriber for supplying the information about the location of the user.

22. (currently amended) The method of claim 16, further comprising:
continuously monitoring, at predetermined time intervals, the movement of the user operating the wireless communication device; and continuously informing the subscriber at pre-determined intervals about changes in the location of the user.

23. (original) The method of claim 22, wherein informing the subscriber is performed over the Internet.

24. (original) The method of claim 16, further comprising disclosing the identity of the user to an emergency service provider when the user requests emergency help.

25. (original) The method of claim 16, further comprising allowing the user to unblock over the Internet the disclosure of the identity of the user to the subscriber.